



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision **313509 /**

Original Date / Revision
10/01/12 10/08/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Obama for America OFA Add to sk

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1905**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	35	\$33,762.00	\$39,720.00	0.00
Totals	35	\$33,762.00	\$39,720.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	35	\$33,762.00	\$39,720.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/02/12	10/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			1		\$500.00		0.00				
N 2	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	-TWTF--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-TWTF--			2		\$950.00		0.00				
N 3	WPTV	10/02/12	10/08/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00



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Contract / Revision **313509** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America OFA Ad** Estimate # **1905**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/02/12	10/08/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$725.00		0.00			
N 4	WPTV	10/02/12	10/08/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$1,075.00		0.00			
N 5	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$650.00		0.00			
N 6	WPTV	10/02/12	10/08/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$135.00		0.00			
N 7	WPTV	10/02/12	10/08/12	M-F 5-530p M-F 5-530p	CM	5-530p	-TWTF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-TWTF--					1	\$1,600.00		0.00			
N 8	WPTV	10/02/12	10/08/12	M-F 530-6p M-F 530-6p	CM	530-6p	-TWTF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-TWTF--					1	\$1,600.00		0.00			
N 9	WPTV	10/02/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	-TWTF--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-TWTF--					2	\$1,800.00		0.00			
N 10	WPTV	10/02/12	10/08/12	M-F 630-7p M-F 630-7p	CM	630-7p	-TWTF--	:30	1	\$2,150.00	P-1	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-TWTF--					1	\$2,150.00		0.00			
N 11	WPTV	10/02/12	10/08/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$850.00		0.00			
N 12	WPTV	10/02/12	10/08/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$850.00		0.00			
N 13	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$950.00		0.00			
N 14	WPTV	10/02/12	10/08/12	NBC Monday Prime voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$1,100.00		0.00			
N 15	WPTV	10/02/12	10/08/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$750.00		0.00			



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Contract / Revision

313509

Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America OFA Ad** Estimate # **1905**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	10/02/12	10/08/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$750.00		0.00			
N 16	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$600.00		0.00			
N 17	WPTV	10/02/12	10/08/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$625.00		0.00			
N 18	WPTV	10/02/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-TWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-TWTF--					1	\$475.00		0.00			
N 19	WPTV	10/02/12	10/08/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$2,750.00		0.00			
N 20	WPTV	10/02/12	10/08/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$2,500.00		0.00			
N 21	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	M-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					2	\$200.00		0.00			
N 22	WPTV	10/02/12	10/08/12	Su 12-1215x 5 Sports Su 12-1215x 5 Sports	CM	12x-1215x	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$600.00		0.00			
N 23	WPTV	10/02/12	10/08/12	NBC Wednesday Prime presidential debate	CM	8-11p (9:00 PM-11:00 PM)	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--W----					1	\$3,000.00		0.00			
N 24	WPTV	10/02/12	10/08/12	Tuesday Prime A voice	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$3,000.00		0.00			
N 25	WPTV	10/02/12	10/08/12	Tuesday Prime B go on/new normal	CM	9-10p	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$900.00		0.00			
N 26	WPTV	10/02/12	10/08/12	Tuesday Prime C parenthood	CM	10-11p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$1,500.00		0.00			
N 27	WPTV	10/02/12	10/08/12	Wednesday Prime A animal prac/guys...kids	CM	8-9p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--W----					1	\$1,000.00		0.00			



WPTV

Print Date: 10/11/12

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Contract / Revision **313509** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America OFA Ad** Estimate # **1905**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WPTV	10/02/12	10/08/12	Wednesday Prime A animal prac/guys...kids	CM	8-9p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--W----					1	\$1,000.00		0.00			
N28	WPTV	10/02/12	10/08/12	Thursday Prime A 30 rock/up all night	CM	8-9p	---T---	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---					1	\$750.00		0.00			
N29	WPTV	10/02/12	10/08/12	Thursday Prime C rock center	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---					1	\$1,500.00		0.00			
Totals														35	\$39,720.00